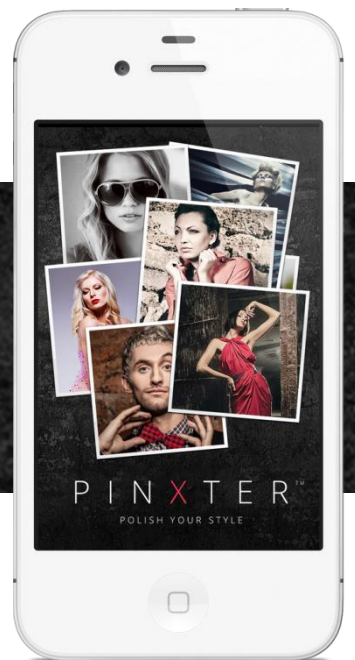


PINXTER

POLISH YOUR STYLE



Media Kit

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About Pinxter

Based in Alexandria, Va., Pinxter is a new social fashion community powered by its iPhone app that enable users to quickly and easily give and receive fashion feedback. Whether an outfit, pair of shoes, accessory or anything in between, Pinxter solves the common dilemma of what looks best. Users upload photos of what they're wearing to get "yes" or "no" votes from their friends, followers or anonymously via the entire Pinxter community. Tag brands, follow trends, and discover new looks trending in real time on Pinxter. By connecting people from all over the world uniting on the common element of style, Pinxter users will be able to keep up with style trends on all continents, in *every* zip code.

Pinxter is free to download on the iPhone app market. For additional information, visit <http://www.pinxter.me>.



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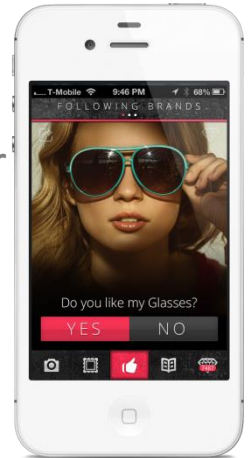


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Pinxter the App

Are you ready to revolutionize the way you choose your outfit every day? Do you want to receive *real, unbiased* opinions on your fashion choices? Then, you need the Pinxter app. Real-time, quick, and honest opinions to help you look your best, no matter the occasion. Get immediate and honest feedback. Choose either a general community, a select group of followers, or friends to rate your fashion choices everyday. Pinxter has added a gaming element to make it interactive and competitive. Pink diamonds are your gaming tool to climb up the Pinxter social-fashion ladder. They are gained by sharing the app, rating others' pictures and sharing your own pictures. The more diamonds you collect, the faster you'll be able to get answers on your fashion choices, and the more feedback you'll receive. If you're in a rush, trying on a new outfit at the mall, getting ready for a date, just use your diamonds to get the quickest answer from the most people. Gain more diamonds and secure a spot



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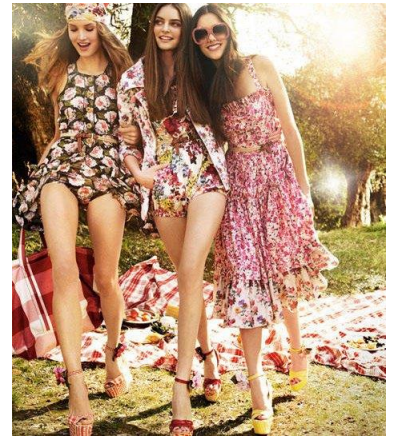


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Phases and the future

Phase I: Post photos, rate others' photos, and acquire and use pink diamonds to move up on the leaderboard, which will showcase the highest rated photos. See a history of photos you have rated and their scores. Promote your photos, or others', tag friends or brands you are wearing and share your pics with Facebook and Instagram.



Phase II: The ability to search for specific tags and brands and to see what's trending will be available in this version. Categories will be created to differentiate between various styles. You will also now be able to rate brands. The leaderboard will evolve to showcase different accomplishments, which users will be able to search for, by brand, geography, etc.



Phase III: The profile feature will be rolled out, along with a newsfeed and the ability to friend others. A sharing option allows users to share information with friends, random community, or specific people.



Phase IV: VIP showrooms, pink runway events, fashion events worldwide, collaborating around various brands, store events.

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Executive Bios

Sergei Dubograev has a background in managing and running start-ups. He is the president of Kercus Holding Inc. which helps Eastern European start-ups gain traction and develop in the United States. Representing over 14 businesses ranging from small start-ups to multi-million dollar businesses, Sergei has extensive experience in corporate business development. He has also been the founder or board member for various other start-ups including UFanticks, Fozium Inc., JustAlbum and LegalApp Express.

Sergei was born in Belarus and came to America at a young age. He jokes that his Entrepreneurial spirit started when he was suspended from 2nd grade for selling painted rocks to kids. The parents of the children complained to the school that their kids had no more lunch money because they were buying painted rocks from the Russian kid. Inventory was easy to get, costs were low and the rocks were done by requests.

Dmitry Semiryazhko has a background in gaming and app development. His VK.com application, 'Greeting cards on the wall', has 21 million + users and is the largest application on the social network. Starting with only \$1,000 in his pocket after leaving his job he created this company from the ground up. He also has an application that is #1 in the Russian iTunes store called 'Guess the melody' which was built entirely on virality marketing. With experience in gaming, social networking and branding, Dmitri brings many valuable assets to the Pinxter application.

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Investors Bios

The investor group is led by **Cal Simmons**, author of “Every Business Needs an Angel” published by Random House, 2001. Mr. Simmons is a long term angel investor with extensive experience in early stage private equity, both managing funds and as an Angel Investor. Mr. Simmons has been the Co-Founder and Manager at several angel investing clubs including The E-Media Club L.P, The Dinner Club, and several other angel investing clubs. He served as Founding Partner of The Washington Dinner Club Fund L.P. Mr. Simmons served as an Investment Professional of New Vantage Group. and WomenAngels.net. He is a highly successful business executive, venture capitalist, and business author.

Additional investors include the CEO’s of 3 companies:

Brad Nierenberg is the President/CEO of RedPeg Marketing, a full-service, highly targeted marketing. Brad has leveraged 25 years of experience in event and experiential marketing to make RedPeg an award-winning independent agency. Through Brad’s leadership, RedPeg has earned top-25 ranking in Promo Magazine’s Promo 100, top ranking in Inc. Magazine 500, multiple Ex and Promo Awards, and a Best Place to Work honor from Washingtonian Magazine.

Mary Naylor is the founder and CEO of VIPdesk (Aspire Lifestyles), a pioneer of premium home-based contact center solutions and Concierge Services. Founded in 1997, VIPdesk has a client roster of more than 40 blue-chip clients with over 10 million customers.

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Investors Bios Continued

Mary has received numerous awards for her work, including the Inc. 500, Inc 5000, the SBA's "Home-Based Champion of the Year", the Smart CEO's Future 50 Award, the Deloitte & Touche Fast 50 and Fast 500, the Stevie Awards for Women in Business "Best Service of the Year", Inc. Magazine's National Marketing Masters Award for Business Services, and Working Woman Magazine's National Entrepreneurial Excellence Award.

Sally Hurley, President of Aspire Lifestyles, also co-Founded VIPdesk.com, Inc., and serves as its President. She focuses her time on new business development and creating solutions for national brand leaders. She has more than 18 years experience in premium service delivery, operations, technology and strategic business planning.

Andrea Keating is the CEO of Crews Control. Andrea Keating introduced the industry to the concept of a freelance film and video staffing company in 1988. And since then, "It's been an incredible experience made all the better by great clients, fabulously talented crews and the best team on Earth working right along with me." At Crews Control, Andrea is constantly thinking about how to serve her clients better. That's her number one objective.

Mark Teitelbaum is an Active Angel investor and is a First Vice President with CBRE specializing in tenant representation. He has 20 years of commercial real estate experience. His clients include local and national professional firms, corporations and non-profit organizations. Throughout the last 25 years, Mr. Teitelbaum has participated in many entrepreneurial ventures and is currently a principal in various business and real estate ventures. He also sits on several boards in the capacity of Director and/or Advisor.

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Pinxter in Action: Upload Pictures



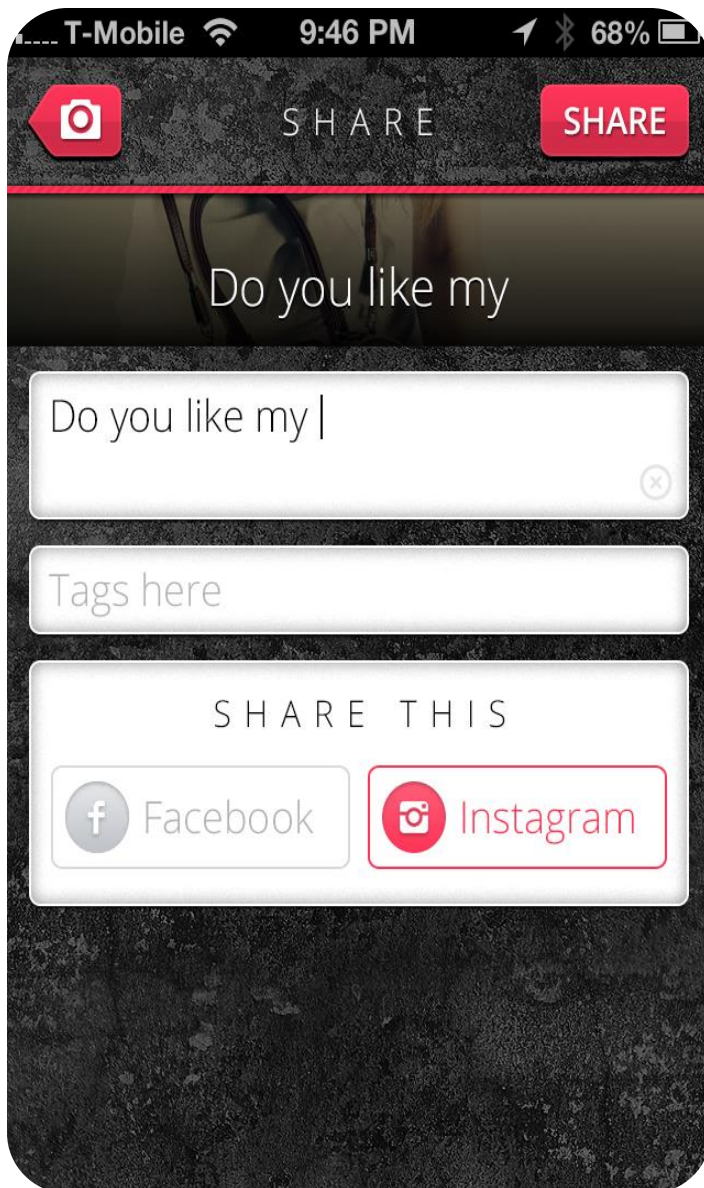
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Pinxter in Action: Post questions



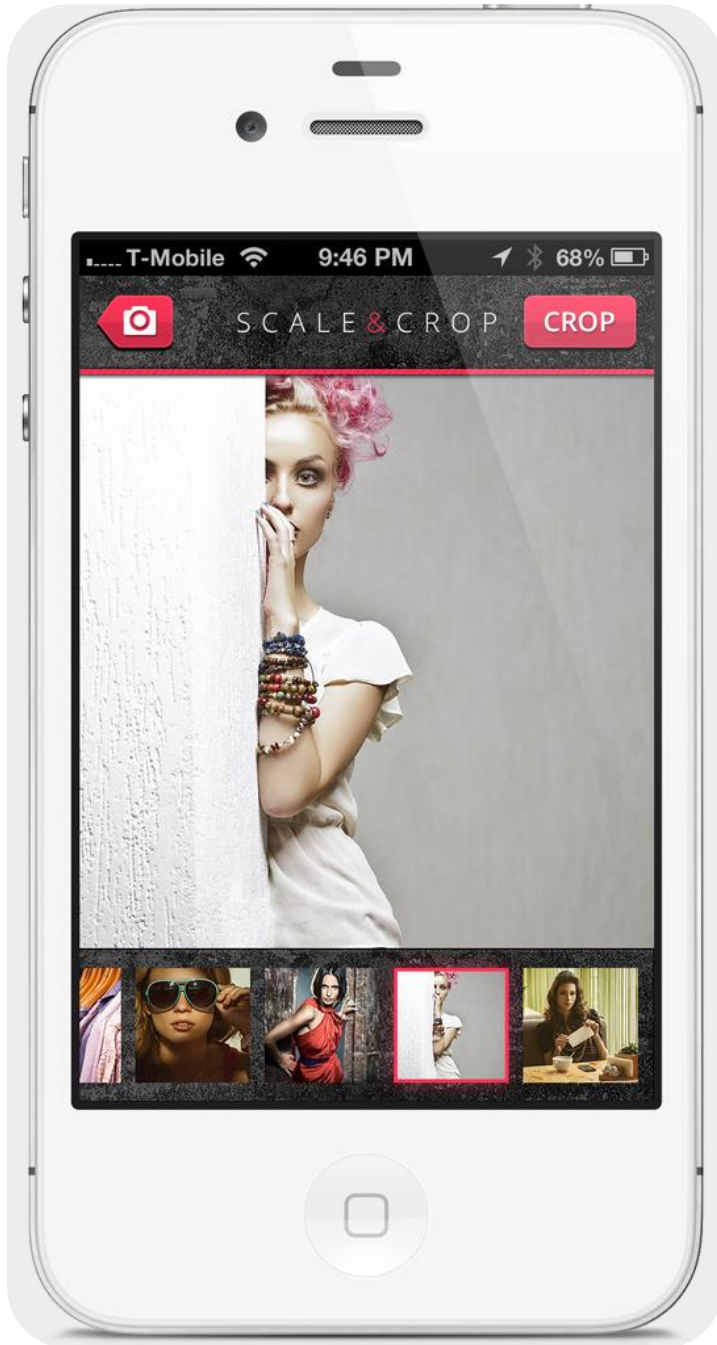
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Pinxter in Action: Scroll through Pinxters' fashion styles



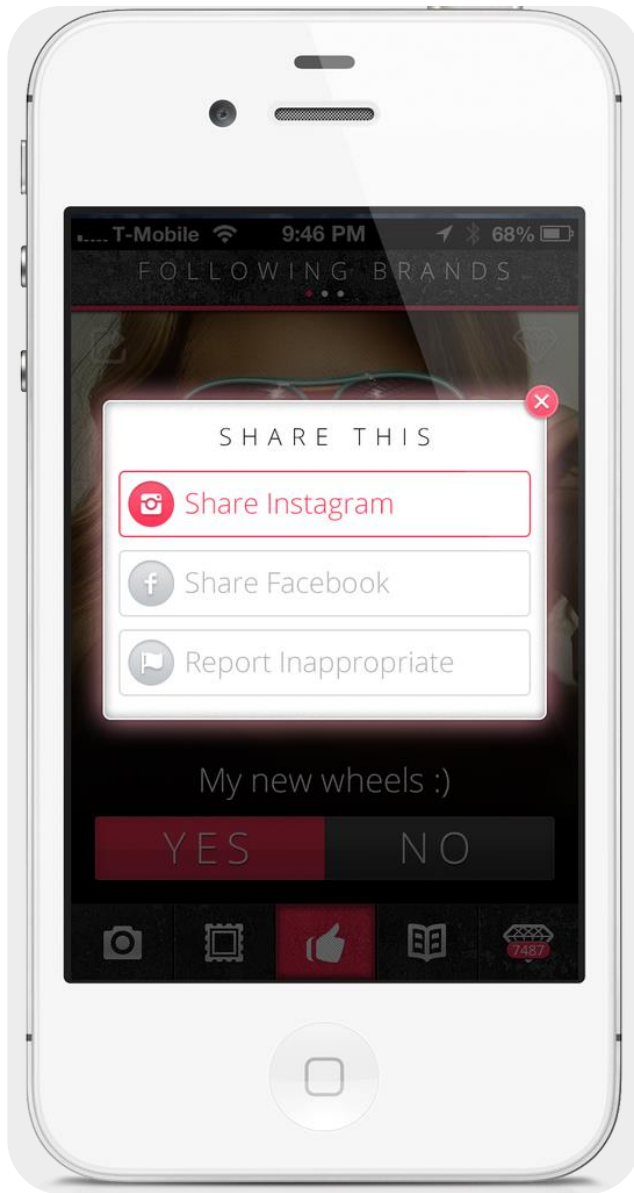
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Pinxter in Action: Share on social networks



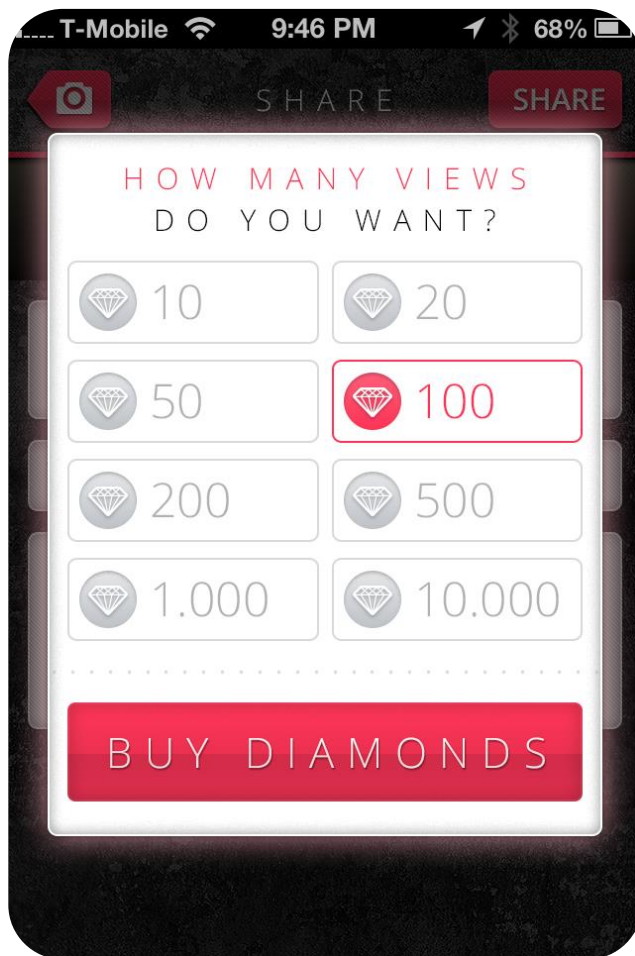
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Pinxter in Action: Earn Diamonds and Ranking



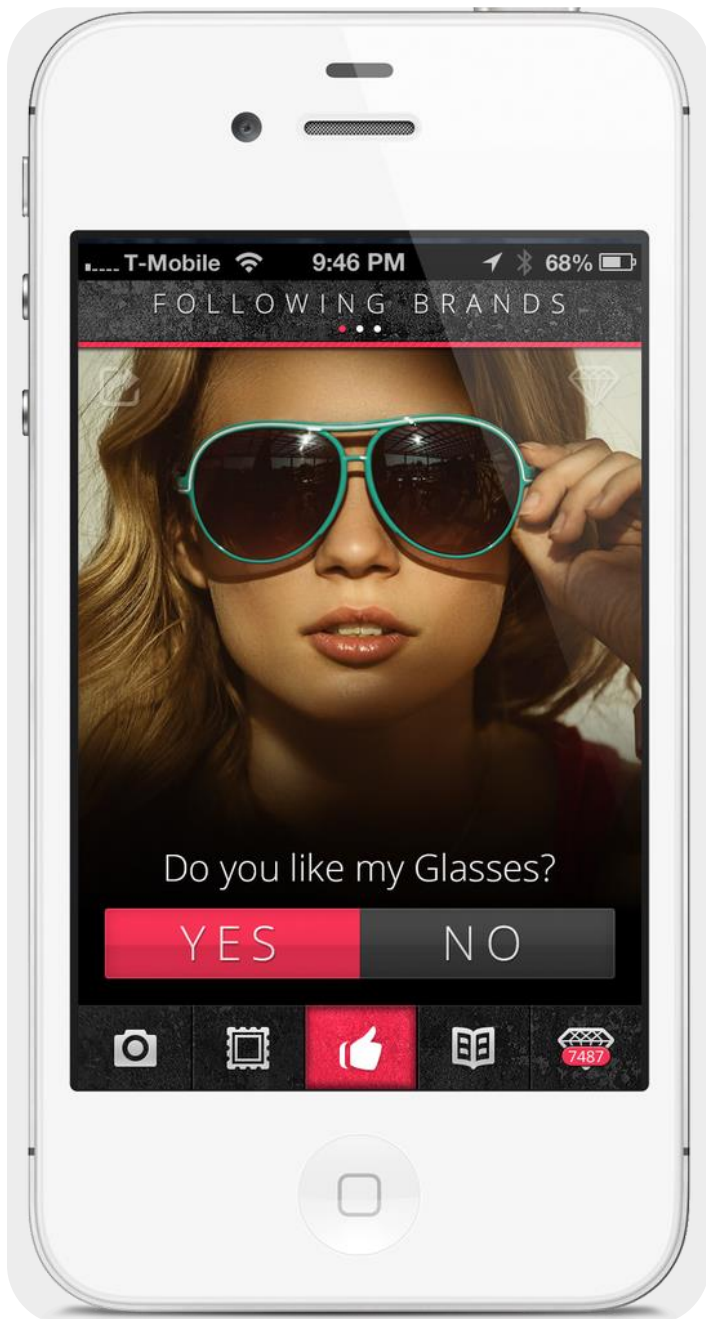
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Pinxter in Action: Vote on others' fashion



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